

Brand Marketing Guidelines

Corporate Logo Guidelines

10/01

Reproduction Specifications

The ChemConnect logo must always appear exactly as shown. The letters and spacing are shown in the correct design and proportions. No text or graphic may touch the edges of the logo. Digital files for each treatment are available at <http://www.chemconnect.com/cclogos/> and should require no manipulation (except for sizing).

Preferred format - Horizontal logo

This is the preferred format for the ChemConnect logo and should always be used unless there is insufficient space.



Stacked logo

Should be used as an alternative in communications where space is at a premium and the preferred horizontal format will not work.



Note: The area beneath the logo should not be used for the ChemConnect URL. This area is being reserved for the future, if/when a revised corporate tagline is developed.

Minimum Clear Space

- In order to stand out as a distinctive element and to maintain the integrity of our corporate identity, the area around our logo must be kept clean and uncluttered, text and other graphics should not overlap or intrude on the clear space.
- The minimum clear space distance should be 75% of the height of the h in the ChemConnect logo.

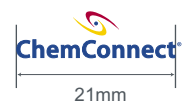


Minimum Size

- The minimum size of the ChemConnect logo will depend on the type of communication vehicle. When our logo is being used with other company logos or identities it should be equal or larger in size and placed prominently.
- The ChemConnect logo must always be accompanied by ® symbol.

Minimum Logo Size

Usage	Horizontal	Vertical
Print	28mm	21mm
Web	100 pixels	95 pixels



Minimum Print Size

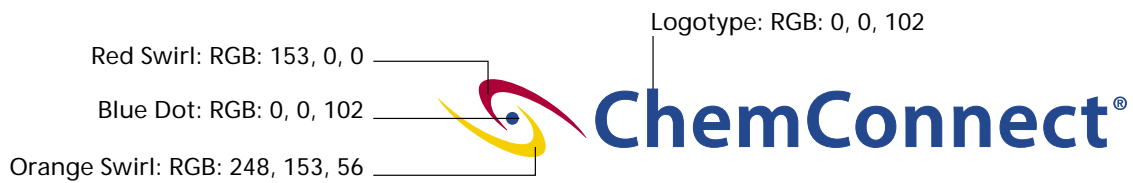
Logo Colors

ChemConnect logo color specifications are determined by the medium in which it is presented and/or the method by which the logo is produced.

Full Color Logo Treatments

The full color logo is preferred and should be used unless the communications piece allows only a one-color treatment.

Web Color/RGB Treatment*



*The corresponding Hexadecimal/HTML values for the RGB colors are: Brick #990000, Blue #000066, Orange #FF9933

4-Color/CMYK Treatment



Spot Color/Pantone Treatment



One Color Logo Treatments

When full color is not possible the following one-color options may be used. Both positive and reverse options are shown. In limited color applications, the use of the black (positive) and black or blue (reverse) are preferable. However, each situation has many variables and color usage should be carefully considered according to the specifics of the project. In choosing between positive or reverse, the option which provides the greater contrast with the background should be used.

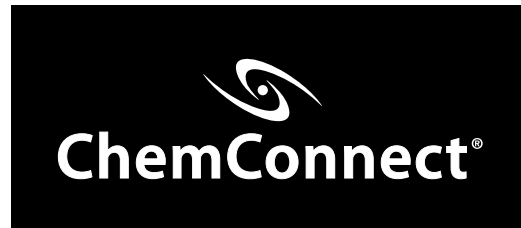
Positive Options



100% Black



Reverse Options



100% White

Unauthorized Logo Treatments

In order to build and reinforce our brand image it is vital to maintain consistency in our logo treatments. The following are examples of **INCORRECT** treatments and **SHOULD NOT** be used.



Swirl without logotype

ChemConnect®

Logotype without swirl



Altered proportions of swirl to logotype



Altered proportions and position of swirl to logotype



Altered color scheme of swirl



Altered color scheme of logotype



Altered logotype



Improper one color treatment



Improper positioning of URL - should be a separate element



Improper reverse treatment